

# SSIA's 06



spend it save it blow it

# Ahoy land lubbers! Anchors away for 'the' coolest form of transport



As executive cars and exotic travel become commonplace how can you stick out from the crowd with your SSIA wedge? The best way, advises **Karen Murray**, might be to get that leisure boat you've always wanted

**W**hen it comes to purchasing any kind of water craft you're often faced with a barrage of potential boats that according to the salesman "suit your exact needs", not to mention the vast array of options that can be added to enhance your future enjoyment on your now "exactly selected" boat. All you wanted was a nice boat to enjoy the quite life on the water, but you quickly find yourself running for the hills rather than face this minefield.

Someone who's looking to enter into the leisure boating market and buy their first boat, wants to know that when he takes to the water for the first time that he feels proud of craft he's invested in, and not questioning the whole process from start to finish. An exciting new company in boat sales is bringing a breath of fresh air and a new perspective to the market, in both customer service and boat selection, by the name of "BW Sport Boats".

Bob Wilson of **BW Sport Boats**, has over twenty years experience in the leisure marine market. According to him this year he has seen a marked increase in enquiries and sales which are directly related to the release of the SSIA's. The average spend for a client is between €14-17k.

Up until now there have only been two options when it comes to the purchase of sports boats - buy new or



buy used locally or from England, both of which have their drawbacks. New boats are very expensive in Ireland. A new introduction boat from a main dealer starts at about €22,000 and often you're faced with taking out a small mortgage just to get into a basic starter package. Not to mention - as with new cars - as soon as you launch for the first time depreciation wipes off up to twenty percent of your pride and joy.

Used boats don't suffer from depreciation as much as with new, but you're not going to get the quality of a new from most of the local examples on the market today.

However, Bob Wilson saw a gap in the market, he wanted to provide an alternative to the high priced new or the low quality pre-owned boat, and supply an affordable high quality nearly new boat, so that everyone can enjoy this exciting activity. "We believe the purchase of a boat should be enjoyable, listen to exactly what the customer wants to use the boat for and offer a boat accordingly. All our boats are fully warranted and fully comply with the Marine Craft Directive and are fully CE certified."

So where do you go for your ideal boat?

BW Sport Boats has a simple solution. Why not offer high quality pre-owned sport boats at reasonable prices? Sounds simple doesn't it.

Purchasing most of their boats from America, specifically the southern and mid states that benefit from extended summers and hotter climates, means that wetter, colder and less agreeable weather conditions haven't taken their toll and quality stays high.

Having a very successful network of professional local buyer's means that all potential boats are pre selected and inspected



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For those who require a little more luxury in their boats why not opt for the Searay 215 Express Cruiser at around €26,000 - with a little extra euro from your bank manager perhaps?

before purchase, ensuring the quality is high from the very beginning. From then onwards to the point of delivery the boats are handled by personally selected transport companies, each charged with ensuring these boats arrive in great condition.

BW Sport Boats also offer a unique "boat sourcing" service, where the customers exact requirements are discussed, taking into account all aspects of the boats potential use along

with their personal desires and wish lists. Taking this information onboard the process of boat selection begins, and within a very short period of time a list of two or three potential boats are presented for selection.

According to Bob Wilson, about 60% of his clients have indicated the SSIA's have made it possible to purchase. "2006 has seen a marked increase in the number of customers employing BW Sport Boats to find their ideal boat, the feedback has been astounding." He indicates that his research has produced a mainly novice customer client. "The guy' who's looking to get into leisure boating but doesn't want to spend an arm and a leg on a new boat. He sees my units as a real affordable option. However the more experienced or second time buyer mainly ask me to source a specific boat on their behalf"

For example on his current trip to the States he has purchased €150,000

worth of boats for his existing clients.

To Moor or not to Moor...that is the question. One thing you must remember if you are getting into this game for the first time are the ancillary costs attached to the purchase of your boat. The price for mooring varies throughout the country, sea based marinas charge about 20% less than inland marinas. Should you decide to moor your boat over winter on the Shannon for example for five months this will cost approx €65.00. Mooring on a canal for one month is approx €13.00 and you must also have an annual canal licence which is €126.00.

Then there is the matter of insuring the boat for an average 18-20ft sports boat for use in inland and coastal waters, it should cost around €350.00. Now the only increase on this would be if you want cover for towing inflatable toys, which does add about 25%. Other than that it's very straight forward. So do your research there is plenty of good value available. Happy boating!

## What boat can your SSIA buy?

### €20,000 +

Sterling Sabre Sportster	€29,450
Searay 215 Express Cruiser	€26,000
Maxum 1900 SL	€23,000
Ocqueteau 485 Cruiser	€19,999
Larson 180	€17,500

### €15,000- €10,000

Bayliner 175	€14,995
Shetland 570	€12,750
Yanmar 230	€11,500
Shetland Black Hawk	€10,300

### €7,000-€5,000

Zodiac YL 340R	€6,950
Searay Marine	€5,995
Caribe 19" Jet Rib	€4,995

## Other useful boating contacts

**The Irish Waterways Association** promotes the development, use and maintenance of Ireland's navigable rivers and canals.  
www.iwai.ie

**Carrickcraft Malahide Marina**  
Carrickcraft Malahide Marina  
Co. Dublin  
Tel: 01 845 5438  
www.waterlinemarine.com

**The Irish Marine Federation**, promotes the interests of all sectors of the marine industry in Ireland  
www.irishmarinefederation.com

**Western Marine**  
Bullock Harbour, Dalkey, Co. Dublin  
Tel: 01- 2800321  
www.western-marine.com

**BW Sports Boats** are based in Naas Co. Kildare and can be contacted at  
www.bwsportboats.com

**Viking Marine**, The Pavilion, Dun Laoghaire, Co. Dublin  
Tel: 01-2806654  
www.vikingmarine.ie

If you feel you can't quite yet walk on water what about a Zodiac YL 340R to get you off the water blocks at a paltry €6,950?



Your SSIA may not stretch to a luxurious San Lorenzo 100 (below) which retails at around €4m. Nonetheless many of us can have a life on the ocean wave - if we set our sights at little lower

